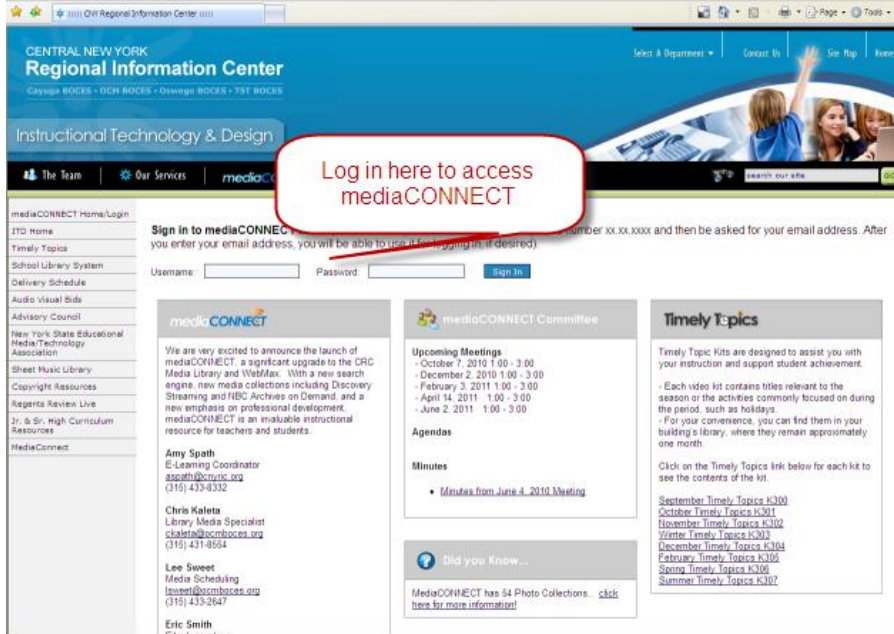


Introduction to Using mediaCONNECT

1. Discuss new additions to the digital collection
 - a. NBC News Archives on Demand – for MS & HS
 - b. Discovery Streaming – for MS & HS unless district also purchases for Elementary buildings
 - c. Vital – for everyone(replacing PowerMedia Plus)
2. mediaCONNECT website – <http://mediaconnect.cnyric.org>



3. Log in to mediaCONNECT
 - a. Use your login number the first time
 - b. You will be asked for your email address (please use your school address)
 - c. You will be able to log in with your email address from now on
4. Tour of home page

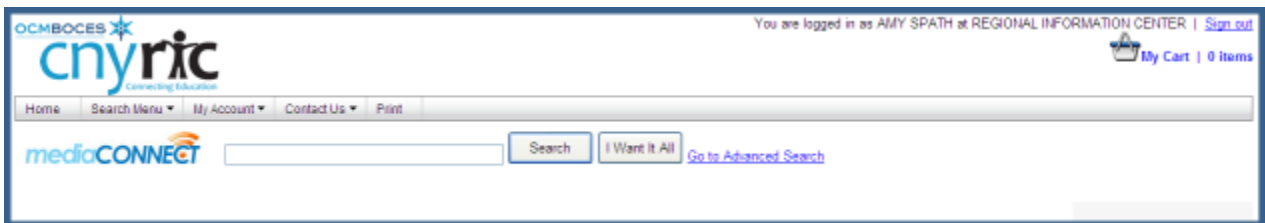


- a. Search Menu
 - i. Basic Search
 - ii. Advanced Search
 - iii. Subject List
 - iv. Series List
 - v. Producer List

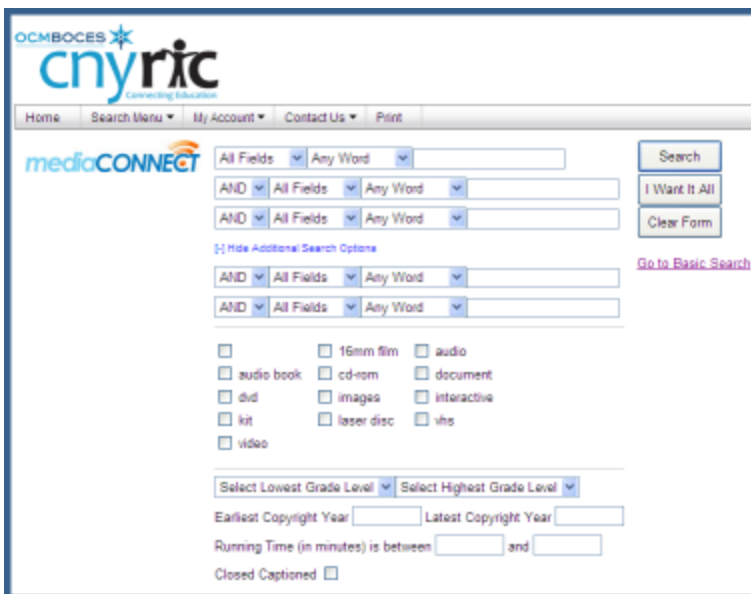
- b. My Account
 - i. My Profile
 - ii. My Cart
 - iii. My Scheduled Items
 - iv. My Checked Out Items
 - v. My Past Orders
 - vi. My Digital History
- c. Contact Us
 - i. Contact Us
 - ii. Request for Purchase
- d. Print

5. Searching mediaCONNECT

- a. Basic



- b. Advanced



6. Digital Collections

- a. Learn 360
- b. Vital
- c. Discovery Education Streaming
- d. NBC News Archives on Demand
- e. BOCES streamed video

7. Physical Media

- a. DVDs
- b. VHS
- c. Photo Collections
- d. Jackdaw Kits
- e. Audio Books/Playaways

Discovery Education™ *streaming* Extraordinary Resources

Discovery Education *streaming* is the most comprehensive digital video-on-demand and online teaching resource available today. Educators get access to a rich collection of more than 40,000 video segments and 4,000 full-length educational videos—all designed for easy integration into the curriculum and correlated to state standards.

4,000 full-length videos chaptered into 40,000 segments

23,000 encyclopedia articles

Six core subjects

200 lesson plans

50 writing prompts

2,000 pre-made quizzes

20,000 high-quality digital images

New titles added each year



Tools for Today

Discovery Education *streaming* takes teaching to the next level by providing educators with the vibrant, compelling digital media they need to connect with today's students and enhance classroom learning.

Multimedia content is critical to today's curriculum. That's why K–12 educators at more than half of all U.S. schools bring their instruction to life with high-quality online digital media from Discovery Education *streaming*.

Support for Success

The Discovery Educator Network, comprised of local educators passionate about multimedia in the classroom, supports a community of teachers eager to use Discovery Education *streaming* to the benefit of students.



FAST FACTS ON THE COLLECTIONS

Overview:

- 10,000 unique pieces of content across 23 collections in K-12
- 28 Higher Ed Collections
- NBC News Archives Spans 90 Years – starts in the 1920's
- Universal Newsreels / NBC Radio Predates News Archives
- All Collections Regularly Updated with Current Events
- Original Three Courses: U.S. History, English, U.S. Government & Politics
- Niche Collections: African American Studies, American Indian Heritage, Women's Studies, Hispanic Heritage
- Teacher Consultants Helped Create the Collection Outlines
- Collections Follow Scope and Sequence of Textbooks
- State Standards Correlated by *EdGate*
- Original content collections like Science of the Olympics featured

In The News (Current Events):

- Regularly Updated Monday – Friday, 3-5 Videos Per Day.
- Major Differentiator from Other Online Video Products.
- Archival Capability (Week by Week to 2008)
- Wide Variety of Content (Hard News, Features, Profiles, Etc.)
- All Content Ties Back to Courses
- All Content Vetted for Appropriateness (Violence, Sexuality, Drug Abuse, Etc).

U.S. History :

- More than 1500 Pieces of Supplemental Video Content
- 300 Original Mini-Documentaries (Spanning 1450-1950)
- 250 Documents from the Gilder Lehrman Institute of American History
- Teacher Consultants Advised 2-5 Minute Videos, Including Debate and Controversy to Spur Discussion

U.S Government & Politics:

- Largest Course - 5,000+ Pieces of Supplemental Video Content
- Plays to Strength of NBC News Daily Coverage
- Plays to Strength NBC News Archive.
- Most Content in Decision '08: A Case Study Module (Elections & Campaigns)
- Fantastic Mini Collections: Living Constitution, Political Ads, Presidency in Action, Inaugural Speeches, Civil Liberties

Economics:

- Nearly 300 pieces of Supplemental Video Content
- Higher Ed: Macroeconomics and Microeconomics Separated

- Excellent Use of Current Events Demonstrates Relevancy (“Why Do I Need to Learn This?”)
- Great Example of NBCU Strength (CNBC Content)

Language Arts (English Language and Composition):

- Original and Engaging Instructional Content in **Vocabulary** (“Word Roots”) and **Grammar** (“Common Errors in English Usage”)
- 100 Pieces of Text – Articles from *The Washington Post* and *The New York Times*, Essays and Book Excerpts – Exemplifying **Basic Writing Skills** and Different **Writing Styles** (Expository, Persuasive, Narrative)
- **Reading and Writing Topics:** More than 400 Reading and Writing Prompts in 40 Topic Categories. Excellent Use of Current Events in These Categories, Paired with Archival Content for **Compare and Contrast** Learning
- Media Literacy Support Materials: More than 200 Photographs, Cartoons and Caricatures, Charts/Graphs in **Image as Text** collection
- **Writers Speak:** 65 Short Interviews, Most Done on the TODAY Show, with Authors, Essayists, and Writers of Note on some of the Most Significant Works of the 20th Century.

Sciences:

- More than 500 Pieces of Supplemental Video Content
- Concentrated in Core Sciences: **Biology / Chemistry / Physics / Earth Sciences**
- More than 300 pieces of Content Related to **Environmental Sciences**
 - o Excellent use of Current Events: Updated Weekly on **Energy and Climate Change**
 - o Excellent Content of Especial Interest To/Suitability For K-5: **Endangered Species, Waste and Recycling, Carbon Footprint**
- Strong STEM-Related content, Concentrated in **Astronomy and Space** Collection
- Mini-Collections of High-Interest Science Branches:
 - o **Forensic Sciences** Supports Growing Student Interest in Forensics
Note: Fuller Forensic Sciences collection of 150+ pieces of content available for Higher Ed (not all content suitable for K-12)
 - o **Archaeology and Paleontology**
 - o **Computer Sciences**
- 50+ profiles of and interviews with scientists in **Lives and Careers in Science**

Health & Wellness:

- More than 400 pieces of Content Tied to Areas of Physical Health, Mental Health and Regulating Health.
- Plays to the Strength of NBC News Coverage (Today Show, Robert Bazell, Dr. Nancy Snyderman)
- Regularly Updated (Great Example: “Swine Flu” Section with 29 Videos)
- Excellent resource for the 21st Century Citizen –Mental Health > Forming Healthy Relationships (Content Related to Building Positive Relationships among Individuals, Families and Communities)

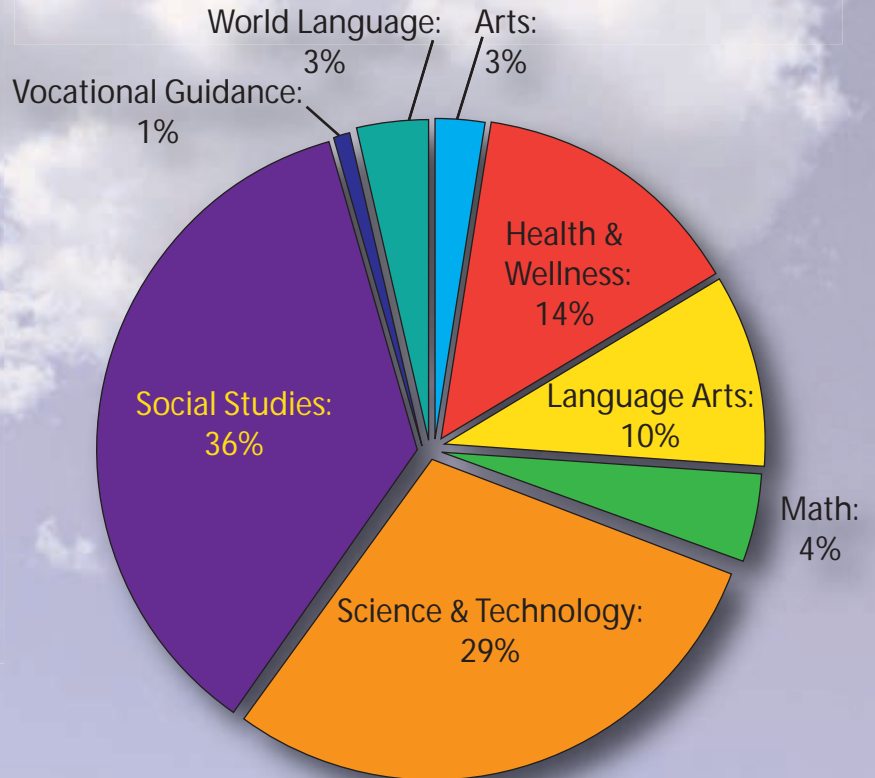
Business & Financial Literacy:

- More than 400 pieces of Supplemental Video Content
- Course that is Growing in Popularity
- Great Example of NBCU Strength (CNBC, Today Show, Nightly News)
- Personal Finance Section Has Several Videos Targeting Students

LEARN360 Features the Most Up-to-Date Video Content!

Over 70% from 2000-Present

Complete Content Breakdown By Subject Area

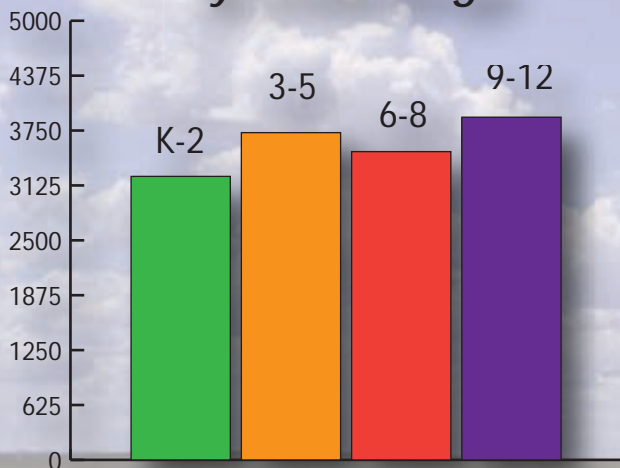


Over 58,600 Media Resources available on LEARN360 in Multiple Formats:

- Videos
- Video Clips
- Audio Files
- Speeches
- Images
- Newsreels

Plus, over 25,000 Articles from the Concise Britannica Encyclopedia

Full Videos By Grade Range



- Highest Quality Streaming Capabilities Available: High (1.5Mbps), Medium (512Kbps) & Low (384Kbps)
- Content is Correlated to State Standards
- Stream or Download Media in 3 different Formats: Flash, Windows Media Player & QuickTime

For more information, visit www.learn360.com

Teachers' Domain Features at a Glance

Resource Location:

A breadcrumb trail that shows the location of the resource in a hierarchy. Using the links, you can navigate to see the contents of each level of the hierarchy.

Search:

Enter a search term. Surround your term in quotation marks for an exact match. You can filter your search results by media type and permitted use.

Save to a Folder:

Save links to resource pages in personal folders for easy future access and sharing.

Cite this Resource:

A convenient, standard academic-style citation for use in citing the resource in a bibliography.

Support Materials:

This area may contain a detailed background essay that supports teacher preparation or student research on the resource topic, discussion questions, teaching tips, or other teaching and learning aids.

Standards Correlations:

Teachers' Domain provides correlations to standards of states and national organizations collected by the Achievement Standards Network (*K-12 editions only*)

My Folders and My Groups:
Personal folders and groups allow you to save and share resources.

My Profile:
This is where you can change your Teachers' Domain preferences.

Resource Synopsis:
A brief description of the contents of the media.

View and Download Buttons:
Use the View button to see the media online, and the Download button to save media to your computer for later use.

Shop Links:
When resources are adapted from products that are available for purchase, there is a direct link to an online shop.

Related Resources:
Click to see other closely related Teachers' Domain resources.

See Also:
Provides additional links for related Teachers' Domain resources.

Lesson Plans:
Expertly crafted lesson plans each incorporate Teachers' Domain resources to offer ideas for teaching as well as integrating media into classroom practice. (*K-12 editions only*)

The screenshot shows the Teachers' Domain website interface for the resource "Gravity and the Expanding Universe". The breadcrumb trail at the top reads: Home → Science → Physical Science → Fundamental Theory → Cosmology and Gravity → Resource. The user is identified as Chris Wise of WGBH Educational Foundation. The resource title is "Gravity and the Expanding Universe", recommended for Grades 6-12. The media is a QuickTime Video, 3m 34s long, 5.0 MB in size. There are buttons for "View" and "Download". A "Background Essay" section contains text about the expansion of the universe, mentioning Hubble's discovery and Einstein's theory. A "Support Materials" section includes a "Background Essay" and "Standards Correlations". The page also features "Related Resources" like "Gravity on Earth and in Space" and "String Theory: A New Picture of Gravity". The footer includes the NSDL logo and copyright information for Teachers' Domain (© 2002-2008 WGBH Educational Foundation).